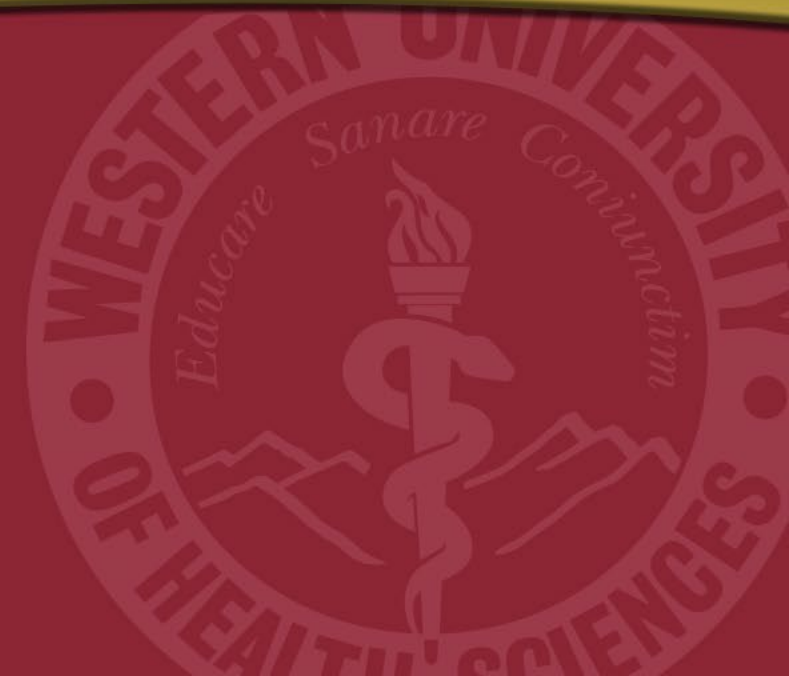




Western
University
OF HEALTH SCIENCES

Student Club/SGA Treasurer and Fundraising Training

Presented by: University Student Affairs,
University Advancement & Alumni Affairs



Agenda

- Contacts
- Alumni Affairs – Funding & Resources
- Treasurer & Account Information
- Your “competition”
- Fundraising Ideas & Strategies
- Tips for Approaching Businesses – vs- Corporations
- Use of WesternU’s Tax ID#
- Advertising your event
- Reservations and Food Permit

University Student Affairs (USA)

Student Services Center #101

Office Hours: Monday-Friday, 8:00 a.m. - 5:00 p.m. (closed 1-2 p.m. for lunch)

Zoom Office Hours: Monday-Friday, 12:00 p.m. - 1:00 p.m. Zoom ID: 909 469 5340



Beverly Guidry, EdD
*Senior VP for
University Student
Affairs*



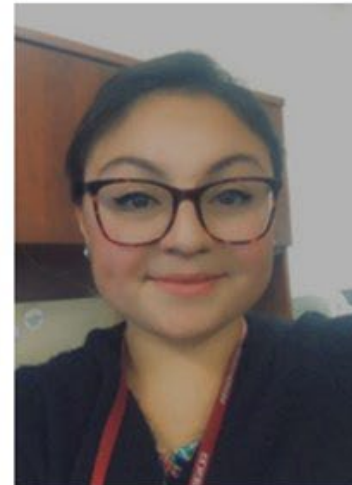
Alana Nuño
Executive Assistant



Christy Ho
Asst. Vice President



Jessica Kersey
Director



Brenda Flores
Coordinator



Analyse Parres
Coordinator

WesternU Oregon COMP-Northwest & CHS-Northwest



**Dr. Mirabelle
Fernandes
Paul**
VP WesternU
Oregon Student
Affairs



Shauna Lieu, MS
Director of Student
Affairs
CHS-Northwest



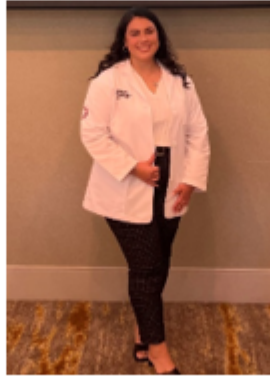
2023 - 2024 Executive SGA Board | Term: April 1, 2023 – March 31, 2024



Kirakos Tomas
DPM 2026

Executive SGA
President

Chair:
By-laws committee
Attends meetings:
Board of Trustee
Student Affairs Council



Jessica Rangel
DPM 2026

Executive SGA
Vice President

Chair:
Senate
Outreach committee
Coordinates:
Class elections



Madeleine Takahashi
DO 2026,
WesternU Oregon

Executive SGA
Vice President
Oregon

Chair:
Senate
Outreach committee
Coordinates:
Class elections



Lauren Jeong
MSMS '23
DO 2027

Executive SGA
Treasurer

Chair:
Finance committee
Manages:
SGA annual budget



Mannat Thakur
DO 2026

Executive SGA
Secretary

Chair:
Newsletter committee
Records:
Senate minutes and voting



Shaira Gail Santos
MSMS '23
DO 2027

Executive SGA
Club Coordinator

Chair:
Student Organization
committee
Coordinates:
Campus-wide club events
Manages:
Club relations

University Advancement Office



Susan Terrazas
Executive Director of Alumni
Relations

Support from the University Advancement Office:

- Provide advisement on fundraising
- When is it OK to use the University Tax ID number?

Alumni Affairs



Marcos Villa
Director,
Alumni Relations,
University Advancement

Funding from the Alumni Association

The WesternU Alumni Association's Student Activity Fund provides financial support to clubs and classes that meet at least one of the following criteria:

- Build a sense of community among students
- Enhance the student experience outside the classroom
- Facilitate student-alumni interaction
- Apply online for approval and then receive a reimbursement after the event

<https://alumnifriends.westernu.edu/>

TREASURER DUTIES

Training provided by University Student Affairs



How to: find your forms

www.westernu.edu/students

Student Commons



Student-led Events & Travel



Student Leader Resources



Student Leader Handbook
Your go-to guide

Forms and Reference Documents
Everything you need to run your organization



Student Government Association



How to: find your forms

Frequently Used FORMS

See below for some links to our most frequently used forms.

[Monday Mail](#) →

[Event Reservations](#) →

[Student Leader handbook](#) →

[Reimbursement Form](#) →

[Deposit Form](#) →

[Health Screening Approval Form](#) →



How to: reimbursement form

Club/SGA Account Payment Form



Western University
OF HEALTH SCIENCES

- Merge this document and all itemized receipts/documents into one .pdf
- Attach design approval e-mail if using a personalized logo (t-shirts, mugs, etc.)
- Reimbursement requests should be submitted within 10 days of the purchase; travel reimbursements within 30 days of travel or by June 15th
- Travel form for all overnight student travelers: <https://jprod.westernu.edu/studenttravelform/>

Pay From:	Club/Class Name	SAVMA	Payer Fund#	1234
------------------	------------------------	-------	--------------------	------

Recipient is a:	<input checked="" type="checkbox"/> Student (Direct Deposit, Student ID@ Required)	<input type="checkbox"/> Third-Party/Vendor (Mail payment)
	<input type="checkbox"/> University Account (Transfer) – Provide FUND/FOAPAL for transfer here:	

Payee Information:	Name/Business:	Susie Student			
	Address:	1234 WesternU Way			
	City:	Pomona	State:	CA	Zip: 91766
	Telephone:	909-123-4567	Student ID# @	00123456	

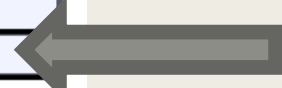
Event Information:	Event Name:	Be sure to include event info here	Date:	
	Guest Speaker Name (if applicable):			

Description of Purchase(s):	Item(s):	Amount Spent:
	List detailed description here	
	<i>No alcohol purchases will be reimbursed!</i>	

Reminders: Must provide **itemized** receipts.
Alcohol is not reimbursable.

Total Spent:	\$ 0.00
Total to be reimbursed (if less than total spent):	

Total amount to be reimbursed here



How to: reimbursement form Cont.

Alcohol is not reimbursable.

Total to be reimbursed (if less than total spent):

Signatures:	I hereby certify that the above goods, services, or expenses have been received, rendered, or incurred to my satisfaction. Invoice(s) and/or itemized original receipt(s) are attached.		
	<i>Steven Student</i>	Steven Student	10-5-23
	Club/Class President/Class Rep	Print Name	Date
	<i>Sharon Student</i>	Sharon Student	10-5-23
	Club/Class Treasurer/Class Rep	Print Name	Date

Submit:	Once complete, combine this document and all receipts/invoices/supporting documents into one .pdf. Email to studentaffairs@westernu.edu (California) or studentaffairsor@westernu.edu (Oregon) with the subject: Student Reimbursement: NAME, CLUB/CLASS, PURPOSE FOR REIMBURSEMENT.
----------------	--

For Office Use Only	Pay/Transfer From:	<input type="text"/>	4099-70850-40	\$ <input type="text"/>
		Fund	Org-Acct.-Prog	Current Account Balance
	Pay/Transfer To (Club/Class):	<input type="text"/>	4099-70899-40	<input type="text"/>
		Fund	Org-Acct.-Prog	FOAPAL (for non-club/SGA account)
	Date Student Travel Notification Form Approved:			<input type="text"/>
Signature of USA/WesternU Oregon Student Affairs Representative				Date: <input type="text"/>

How To: Submit Emailed Reimbursements

1. Requestor completes the student reimbursement form and saves/prints the document as a PDF.
2. Requestor sends document to Club/Class President and Treasurer and they can sign electronically on the form.
 - a) If Club/Class President and Treasurer do not have capability to sign electronically, they can email the requestor with the following: “As President or Treasurer of (club/class), I approve the reimbursement request for \$XX to (student).” The Requestor can then save the email(s) and attach it to their reimbursement PDF in one file (watch how to combine PDF files into one).
3. Once the form is complete and approved by the Club/Class President and Treasurer, the reimbursement form and all receipts can be emailed to University Student Affairs (studentaffairs@westernu.edu) with the subject: Student Reimbursement: NAME, CLUB/CLASS, PURPOSE FOR REIMBURSEMENT. This helps us search our emails in case we need to follow up.
4. Once received, our office will verify if complete: signatures, votes (if applicable), travel approval (if applicable), available funds.

A few important details to note:

Please make sure all files are CLEAR. Blurry photos of receipts and documents will be returned and you will need to resubmit.

On the receipts, please write, “SUBMITTED ON (DATE)” so that the receipt can only be submitted once.

How To: Request payment

- *Paying a Vendor Directly*

- Complete the Student Reimbursement Form
- Attach an itemized invoice or contract that indicates the amount that will need to be paid and by when
- A check will be cut directly to the vendor
- **New vendors and speakers need to submit a W9 Form**
 - *This includes reimbursements paid to anyone that is NOT a student or employee of the University.*

- *Pay Out Of Pocket & Be Reimbursed*

- Use your personal credit card or checking account to pay
- Obtain an **itemized receipt**
- Complete Student Reimbursement Form & attach receipt
- The amount will be direct deposited to your bank account

How To: Get Your Money

Reimbursement checks & direct deposits take one to two weeks to process so plan accordingly!

- Checks
 - Cut on Fridays ONLY, after 2 pm
 - Email will be sent to you when ready for pick up at University Student Affairs (Pomona) or COMP-Northwest Student Affairs (Lebanon)
 - Bring your student ID to pick up

- Direct Deposit
 - Electronic Fund Transfer email

How To: Delay Your Money

- Missing Receipts
- Receipt missing details of purchase
 - *Not itemized*
- Missing Logo approval e-mail
- Form not signed
- Missing Student Travel Notification form
- Student signed the contract with vendor
- Missing a Class Vote (only for SGA/Class)

How To: Reimburse Travel

- *Pre-Travel: Fill out “[Student Travel Notification Form](#)”*
 - Two weeks prior to departure
 - Good academic standing
 - Required to get reimbursed
- *During Travel: Keep ALL original itemized receipts*
- *Post-Travel: Submit Student Reimbursement Form*
 - Mileage (Federal rate)
 - Food: \$12/breakfast \$18/lunch \$36/dinner

How To: Sign Contracts

- ***Just kidding!** Don't sign contracts!! Your college administration is not allowed to sign contracts.*
- *Contact Christy Ho (hoc@westernu.edu) or Jessica Kersey (jkersey@westernu.edu) to schedule a meeting to get your contract signed*
- *The process can be LONG – at least ten business days. Please build time into your planning to follow the proper channels!*

How To: Invite Guests to Campus

- *If you are inviting a guest to campus to **provide a service** (e.g., guest speakers) there is paperwork to complete, even if they are not getting paid.*
- *If you are reimbursing them for travel or paying a speaker fee there is **MORE** paperwork to complete.*
- *This does not apply to guests on campus that are attending an event (not providing a service) or WesternU Faculty.*

How To: Deposit Money



Western University
OF HEALTH SCIENCES

Club/Class Deposit Form

All deposits are made at the Bursars Office.

Date: WesternU E-mail Address:

Your Name:

Club or Class Name:

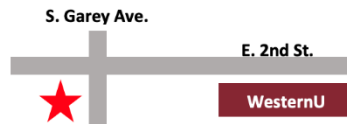
Total number of checks for deposit – DO NOT INCLUDE AMOUNT

Total amount of cash for deposit – INCLUDE AMOUNT

Club/Class Fund#	Org	Account	Program	Amount of Checks/Cash	Description
1234	4099	70899	40	\$200	Cash, boba fundraiser
Notes:					
<ul style="list-style-type: none"> You do not have to list each check individually. Put a total and a brief description. (e.g. Membership-Dues) List total amount of cash and checks separately For fundraisers (Bake sale, etc.) include the event date 				\$100	Check, donation
				\$100	Check, donation
				\$400	Total Deposits

Deposits in Person:
Anderson Tower – 4th Floor
100 W. Second St. Pomona, CA 91766
BursarsOffice@westernu.edu | 909-469-5403
During Pandemic: Call 909-469-5573 upon arrival.

Deposits by Mail:
WesternU Attn: Bursars Office
309 E. 2nd Street
Pomona, CA 91766
Only mail checks/money orders (no cash)



Make check payable to: WesternU or Western University of Health Sciences. Add club/class name to memo. Checks that are written to anything EXCEPT WesternU or Western University of Health Sciences will not be accepted. Please be sure to write the University name in the "To" section of the check.

Request a receipt for your records.

Reminders on depositing funds into your club/SGA account!

- Deposits can be made either by sending CHECKS (no CASH!) through the mail. Deposits can be made in person at Anderson Tower during business hours.
- **Mail to:** **WesternU**
 Attn: Bursar's Office
 309 E. Second St.
 Pomona, CA 91766
- Include a deposit form and write on the note/memo of the check the name of the club/class
- Make sure your checks are written out to: WesternU or Western University of Health Sciences. The check can include the club name on the NOTE section. If the check is not written correctly, it will be destroyed and a new check will be requested.
- If you are expecting funds as a wire transfer (from a donor or national organization), please notify our office via email (studentaffairs@westernu.edu). The Bursar will receive the funds and won't know where they should be deposited.

How To: Retrieve an Account Balance

- *View account balance on My Portal*
 - Only treasurers have access
 - Watch for an e-mail with instructions
- *Student Affairs*
 - Pomona - University Student Affairs
 - USA, studentaffairs@westernu.edu
 - Lebanon – COMP-Northwest Student Affairs
 - *Shauna Lieu*



How To: Read Your Statement

Sample Account

[Download 3081 Detail](#)

70850 - Miscellaneous

Year-To-Date

Expenses ⇨ \$176.26

70899 - Clearing

Year-To-Date

Deposits ⇨ (\$1,743.40)

Available Balance

(\$1,567.14)

How To: Read Your Statement Cont.

Sample Account

[Download 3081 Detail](#)

70850 - Miscellaneous

Year-To-Date

\$176.26

Expenses ⇒

Document Number	Transaction Date	Activity Date	Description	Transaction Amount
I0498627	09/27/2018	09/27/2018	Sample Student	\$176.26

70899 - Clearing

Year-To-Date

(\$1,743.40)

Deposits ⇒

Document Number	Transaction Date	Activity Date	Description	Transaction Amount
F0050651	07/01/2018	09/07/2018	Opening Bal FY19/Rollover FY18	-\$1,468.40
F0050647	09/06/2018	09/06/2018	3081 Club Day	-\$275.00

Available Balance

(\$1,567.14)

How To: Read Your Statement Cont.

Sample Account

[Download 3081 Detail](#)

Year-To-Date

70850 - Miscellaneous

	Document Number	Transaction Date	Activity Date	Description	Transaction Amount
Expenses ⇒	I0498627	09/27/2018	09/27/2018	Sample Student	\$176.26

Year-To-Date

(\$1,743.40)

70899 - Clearing

	Document Number	Transaction Date	Activity Date	Description	Transaction Amount
Deposits ⇒	F0050651	07/01/2018	09/07/2018	Opening Bal FY19/Rollover FY18	-\$1,468.40
	F0050647	09/06/2018	09/06/2018	3081 Club Day	-\$275.00

Available Balance

(\$1,567.14)

Treasurer Reminders

- *Do not comingle funds!*
 - If you are fundraising for a third party (e.g., Susan G. Komen), do not deposit those funds in your account.
- *Do not create off-campus bank accounts!*
- *At the end of your term, you are responsible for the COF paperwork that states the fund is in good order*

Questions for University Student Affairs?



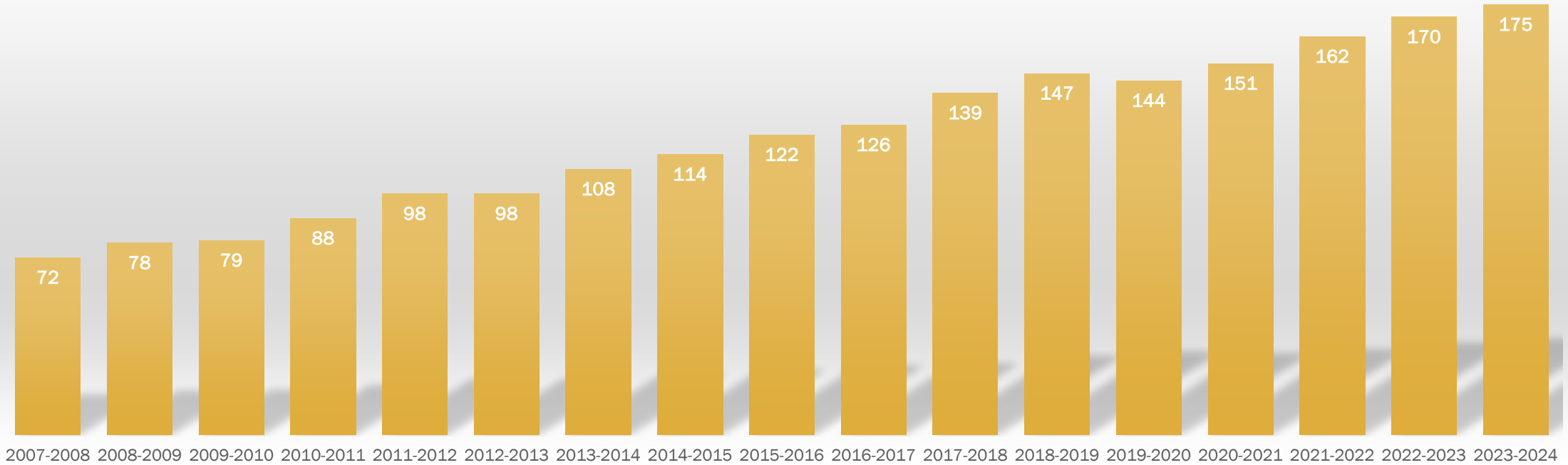
USA in Pomona

studentaffairs@westernu.edu

OSA in Lebanon

studentaffairsOR@westernu.edu

Number of Clubs (Pomona & Lebanon)



NUMBER OF CLUBS

WesternU SGA

29 on-campus classes

DMD 2024

DMD 2025

DMD 2026

DMD 2027

DO-Lebanon 2026

DO-Lebanon 2027

DO-Pomona 2026

DO-Pomona 2027

DPM 2026

DPM 2027

DPT - Lebanon 2025

DPT - Lebanon 2026

DPT - Pomona 2025

DPT - Pomona 2026

DVM 2026

DVM 2027

MSBS

MSHS

MSMS 2024

MSNE 2024

MSNE 2025

MSPA 2025

OD 2025

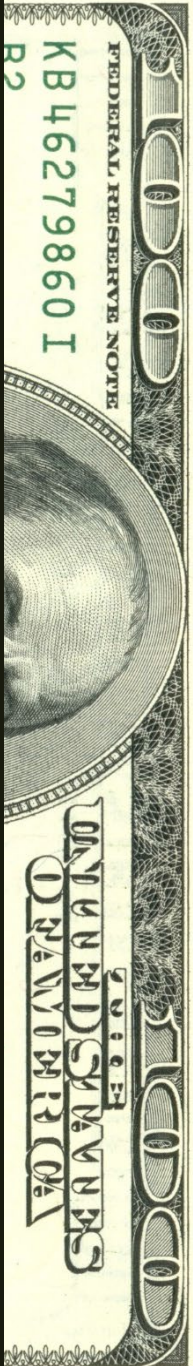
OD 2026

OD 2027

PharmD 2025

PharmD 2026

PharmD 2026A



How to Fundraise



Work smarter, not harder.

Consult the club annual
report from 2022-2023 or
Talk to your upperclassmen/
predecessors for ideas!

There is a Checklist!

<https://www.westernu.edu/media/students/fundraising-checklist.pdf>



The image shows a vertical list of menu items, each in a dark rounded rectangle with a white plus sign on the right. The items are: 'Manage Their Club/Class Finances', 'Request Funding', 'Use the University Name or Logo', 'Fundraise for Their Club/Class', 'Plan a Club/Class Event', and 'Get Involved with SGA'. The 'Fundraise for Their Club/Class' item is highlighted in light gray and has a white minus sign on the right. A large pink arrow with a black outline points to the 'Fundraise for Their Club/Class' section. Inside this section, there are two links: 'View Fundraising Guidelines (PPT)' and 'View Mandatory Fundraising Checklist'.

- [Manage Their Club/Class Finances](#) +
- [Request Funding](#) +
- [Use the University Name or Logo](#) +
- [Fundraise for Their Club/Class](#) -
 - [View Fundraising Guidelines \(PPT\)](#)
 - [View Mandatory Fundraising Checklist](#)
- [Plan a Club/Class Event](#) +
- [Get Involved with SGA](#) +

Fundraising Ideas

- Merchandise sales
- Trivia Face-Off
- Help Students Move In/Out
- Food Sales (Food Permit Required)
- Video Game Competition
- Bid for Your Dinner
- Board Game Tournament
- Christmas Tree Ornament Sale
- Drive-In Movie

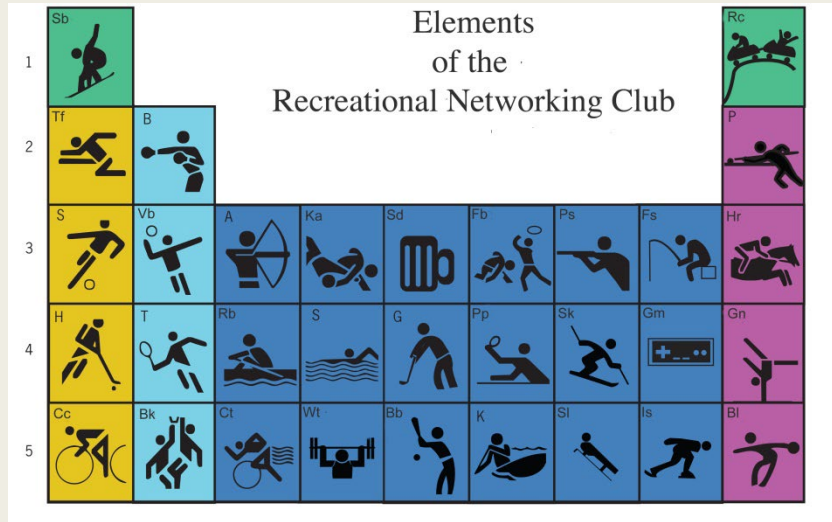
www.fundraiserinsight.org/ideas

www.fundraising-ideas.org/DIY

www.fundraiserhelp.com/fundraiser-ideas.htm

Casino fundraisers and organized 5k runs are not recommended

Fundraising Ideas - Merchandise



Clothing
Pens
Water Bottles
Lunch Bags
Coffee Cups

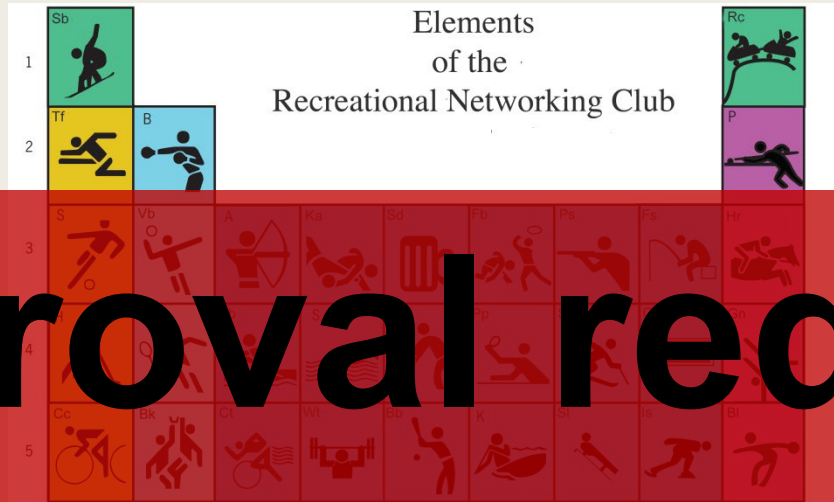


Partner with the Bookstore!

The bookstore is an authorized retailer with many manufacturers. They may be able to get you a better deal! Email bookstore@westernu.edu for a quote on purchasing merchandise in bulk.



Fundraising Ideas - Merchandise



Clothing
Pens

Water Bottles
Lunch Bags
Other Clubs

Approval required for all designs!

Partner with the Bookstore!



The bookstore is an authorized retailer with many manufacturers. They may be able to get you a better deal! Email bookstore@westernu.edu for a quote on purchasing merchandise in bulk.



Branding Standards

- UNIVERSITY NAME

"**WesternU**" and "**Western University of Health Sciences**" are the **ONLY** acceptable usages of the University's name.

- UNIVERSITY COLORS

The University colors are **burgundy** and **white**.

- ACCENT COLORS

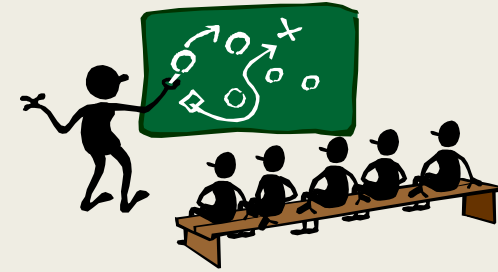
The University accent colors are **black**, **gold** and **grey**.

Resources:

<https://www.westernu.edu/publicaffairs/brand-guidelines/logo-guidelines/>

<http://webassets.westernu.edu/westernu-news/style-guide/style-guide.pdf>

Fundraising Strategies



- ❑ *Start fundraising on-campus first!*
- ❑ *Ask club and/or class members for support*
- ❑ *Approach local restaurants and small businesses*
- ❑ *Alumni Affairs*
 - ❑ See USA Homepages: www.westernu.edu/students/ or <http://www.westernu.edu/students-or/>
- ❑ *Approach corporations with the Office of Annual Giving's permission*
- ❑ *Student Government Association* (*requests for class banquets or class gifts not eligible*)

Fundraising Strategies continued...

- ❑ *Give reasons why companies should donate*
- ❑ *Be specific in your donation request*
 - Example: Donation of 200 cupcakes for bake sale
- ❑ *Offer business visibility*
 - Signage
 - Business name on flyers
 - Name recognition the day of the event
- ❑ *Request that the donation be given from the marketing budget*
- ❑ *Follow up!!*
- ❑ *Build relationships*
 - Business might be more willing to give again next time
- ❑ *Thank the business for their donation*
 - Letter of acknowledgement from club president, faculty member or club advisor



Approaching
Businesses
-VS-
Corporations

University Advancement

Steps For Approaching Businesses

- 1) *Review WesternU Fundraising Checklist*
- 2) *Create your solicitation letter/e-mail/postcard/phone script*
 - Send to COMP-Northwest student affairs or University student affairs to have printed on letterhead
 - Sample ask letter available on Fundraising Checklist
- 3) *If unsure about whether or not you will be eligible to use the WesternU Tax ID#, e-mail Ms. Susan Terrazas (sterrazas@westernu.edu)*
- 4) *Approach businesses & receive donations*
- 5) *If approved to use WesternU Tax ID#:*
 - Send Donation Acknowledgement Form and check to University Student Affairs
- 6) *If not approved to use WesternU Tax ID#:*
 - Make deposit at Bursar's Office/COMP-Northwest OSA
- 7) *Send a thank you letter to your donor (include the amount given and how the funds will be used).*

Steps For Approaching Corporations

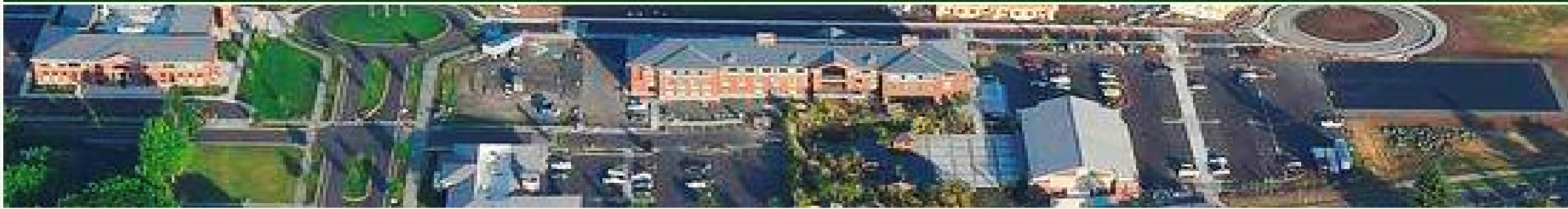
- 1) *Review WesternU Student Fundraising Checklist ([USA Forms Page](#))*
- 2) *Email **Ms. Susan Terrazas (sterrazas@westernu.edu)** with details of your effort including a list of organizations that you plan to solicit*
- 3) *Once your list has been approved and use of Tax ID# has been determined, approach corporations & receive donations*
- 4) *If approved to use WesternU Tax ID#:*
 - *Deposit monetary donations and Donation Acknowledgment Form to the Office of University Student Affairs or COMP-Northwest Student Affairs*
- 5) *University Advancement will send a gift receipt/thank you directly to the donor(s)*
- 6) *If not approved to use WesternU Tax ID#:*
- 7) *Make deposit via Bursar's Office*
 - *Club/Class should send a thank you card to donor(s)*

Use of a Tax ID#'s

- **Tax ID from WesternU**
 - *Professional Guest Speaker Events (Not food for attendees)*
 - *Health Screening/Immunization Type Events*
- **Not Eligible for Use of WesternU's Tax ID**
 - *Third party benefiting/supporting*
 - *Class/Club Banquets/Fun Trips*
 - *Non Health-Related Community Service Events*
 - *Professional Conference Travel Expenses*
- **Tax ID from External Organization**
 - *When raising money for an external organization you should request use of their tax ID number. Do not deposit these funds into class/club accounts!*

Requesting Your Own Tax ID#

- **Tax ID for a WesternU Club**
 - *NOT recommended*
 - *Requires your personal SS# and \$2000*
 - *Holds you personally accountable for filing of tax returns and other government documents.*
 - *Tax ID number not enough to receive donations*
 - *After you apply, you may incur significant cost to qualify your club as a “tax exempt organization” in order to legally receive tax-deductible donations.*
 - *No association with WesternU in name/address etc.*



Advertising Your Event

University Student Affairs

Monday Mail

- Weekly email to WesternU On-Campus Students, Faculty & Staff
- Replaced all campus-wide emails
- Monday Mail submissions are due the Thursday before at 12 pm
- Less emails in your inbox!
- Still have the right to email individual classes for program-specific events
 - You will still have to email studentaffairs@westernu.edu with your request for flyer approval – just clarify that the event is program-specific



Western University
OF HEALTH SCIENCES



Monday Mail @ WesternU

Student-led activities and fundraisers happening this week.

Ongoing Events



SC - American Association of Feline Practitioners

Foster Parents Needed!

Looking for a furry friend to keep you company as you study? Become a foster parent today!

Tuesday October 05, 2021



Cardiology Interest Group

CIG Event 10/5 - Dr. Keen

Join us for a talk on coronary artery disease by Dr. William Keen on 10/5 @5:30pm. Zoom ID: 995 3638 0738. SEE FLYER FOR DETAILS!



Global Health Club-Pomona

Reflect on Afghanistan

Join us on ZOOM for panel discussion REFLECTIONS ON AFGHANISTAN Oct 5 @ 5:30-6:30PM. Meeting ID: 920 1631 9659
Passcode: +93

Monday Mail Tips

- Submit your event on time!
 - *Ex: Submit Thursday, 2/24/22 by 12 pm to be featured on the Monday, 3/1 edition*
- The EVENT DATE you input on the Monday Mail form will dictate when your event is published
 - *Ex: Your event is May 4th, you input May 4th on the form, your event will show up the week of May 2nd*
- If you want to advertise your event multiple times, you must submit the event to Monday Mail multiple times
 - *Ex: Your event is May 4th, you can submit this event for the weeks of April 4th, April 11th, April 18th, April 25th, and May 2nd*
 - *Tip: For early advertisement of your event, you can edit the description as “Reminder! Sign up for XYZ Event on May 4th now for early registration! <http://shortgoogleurl>”*
 - *Or: “Calling all volunteers for XYZ Event on May 4th, Sign up online <http://shortgoogleurl>”*

Monday Mail with .PDF Flyer



Western University
OF HEALTH SCIENCES

STUDENT-LED EVENTS **MONDAY MAIL**

Monday Mail @ WesternU

Student-led activities and fundraisers happening this week.

Ongoing Events

 **SC - American Association of Feline Practitioners**
Foster Parents Needed!
Looking for a furry friend to keep you company as you study? Become a foster parent today!

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Reflect on Afghanistan
Join us on ZOOM for panel discussion REFLECTIONS ON AFGHANISTAN Oct 5 @ 5:30-6:30PM. Meeting ID: 920 1631 9659
Passcode: +93

LOOKING FOR YOUR PURR-FECT MATCH?

BECOME A FOSTER PARENT TODAY!

With Inland Valley Humane Society & S.P.C.A., H.O.P.E Rescue, and RescueWorks!

QUESTIONS? CONTACT OUR CLUB:
SC-American Association of Feline Medicine
scaafclub@westernu.edu


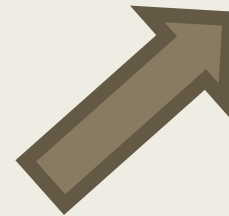


Flyer Branding Standards

- Students now have access to Canva Premium for super easy and beautiful flyer creation!
- Only use approved WesternU Logos (send to studentaffairs@westernu.edu for approval) – approval good for one year
- Use the University's name properly (and in the correct font)
- Do you have permission to use an affiliate's name/brand (e.g. Target)
- ALL flyers must be approved – send to studentaffairs@westernu.edu
- Don't attach, embed the image in the e-mail.

Event Advertising Guide on [USA Forms page](#).



Planning an Event:

- Start planning early!
- Follow procedures for making a room reservation!
- Before you begin, re-read the [Student Leader Handbook!](#)

Advertising Tips:


- Use only approved WesternU logos
E-mail studentaffairs@westernu.edu for a logo
[Click here](#) to view the University's Graphics & Standards
- Use the University's name properly and in the correct font (New Baskerville): WesternU -OR- Western University of Health Sciences
- Always include: Who, What, Where, When, Why & Contact Info (e.g. club's e-mail address)
- If selling tickets include how, when & where to buy
- Make sure you have permission to use an affiliate's name/brand before using (e.g. Starbucks, Target)
- If e-mailing your flyer to your class don't send as an attachment—no one will see it! Include it in the body of your e-mail.
- Avoid using acronyms
- Include a call to action—what are you asking for and what do they need to do
- Keep it brief
- For on campus events, don't advertise until your location has been reserved.

Monday Mail/Flyer Approval:

Advertise to the whole campus on Monday Mail:
No need to have your flyer preapproved. Submit it to Monday Mail and we will review it in the process. Be sure to make the deadline or your advertisement will not be included.
(www.westernu.edu/students/event-advertising/)

All flyers must be University Student Affairs (USA) approved and stamped before they can be posted on campus or e-mailed to your college:

- To receive a stamp of approval* e-mail your flyer to USA at studentaffairs@westernu.edu or drop it off in SSC Room #101
- Tell us if you plan to e-mail your flyer and to whom—Our preference is Monday Mail so we will ask
- Receive approval before printing multiple copies, it will save you MONEY!



***FLYERS WILL BE REMOVED IF HUNG INAPPROPRIATELY OR NOT STAMPED**

WWW.WESTERNU.EDU/BIN/STUDENTS/EVENT-ADVERTISEMENT.PDF



Reserving a Space and the Food Permit Policy



You must reserve space!

*For clubs: even if
virtual.*

- Club Presidents must reserve the space through University Student Affairs
 - *Requests must be made 10 days in advance*
- **Class Officers** must reserve the space through your college's Student Affairs office
- Your request involves multiple departments so think through your event **BÉFORE** your event is booked
- Don't advertise until your space is confirmed

Food Handling & Permit

Whenever student groups are serving food on campus (EVEN FREE FOOD), you must apply for a Food Permit and follow these requirements:



The screenshot shows the Western University website page for the Food Policy for Student Run Event. The page header includes the Western University logo and the title "Food Policy for Student Run Event". Below the header is a navigation bar with links for Home, Reporting, Status, and Log Out. The main content area is titled "Food Policy for Student Run Event" and contains the following text:

The Department of Environmental Health & Safety (EH&S) has adopted the following policy to ensure that basic food sanitation requirements and practices are incorporated into temporary food service locations on campus whether the food be for sale or gratis. **All officers of sanctioned University Clubs are required to take food safety training and pass a written exam on a yearly basis in order for their club to be permitted to handle and/or sell food products on campus.**

When foods are prepared and/or served by organized University student groups for special events, a food permit is required. The application for a food permit to sell/serve food on campus below must be completed at least 10-days in advance of the event. The permit must be displayed at the sale or serving site. Violation of this process will result in your event being shut down.

It is necessary that all food products be prepared, held and handled in as safe and sanitary manner as possible. Meat products cooked and/or served on the WesternU campuses (in Lebanon or Pomona) must be pre-cooked (e.g., hot dogs, lunchmeat, etc.) or frozen meat patties prior to cooking.

Bake Sale Requirements

1. Student clubs must reserve a location at least 10-days before the event [using the event reservation form](#). For class events, work with your student affairs professional/department chair to reserve a space.
2. Baked goods must be individually wrapped in food grade plastic or foil.
3. Serving utensils must be available.
4. Acceptable bake sale items that do not require refrigeration/cooling include (but are not limited to) cookies, muffins, donuts, fudge, fruit pies, cake, breads, candy and similar items.
5. Bake sale-related items that must be properly cooled include (but are not limited to) milk-based beverages, cream filled foods, meringues, home canned foods, whipped cream, cream cheese, pumpkin pie, cheese cake, custards and similar items.

General Sanitary Requirements

1. Provide mechanical refrigeration or adequate freeze-packs or ice in an impervious cooler with a drain to keep potentially hazardous foods at or below 41 degrees F. when served cold.
2. Provide a method to keep potentially hazardous foods at 140 F. or higher when being displayed for hot serving.
3. Prepare foods as close to the time of serving as possible.
4. Once food has been prepared for serving, it can only be served for four (4) hours and then must be discarded.
5. Provide treated moist towelettes or alcohol based hand sanitizer for food workers and patrons to clean hands as needed if running water, soap, and single use towels are not immediately available.
6. Have on hand extra, previously cleaned and sanitized serving utensils if suitable dishwashing facilities are not immediately available.
7. Store all foods, utensils, etc., at least six (6) inches off the floor or ground.

Details

- **Who:** Any student group on campus that is SERVING food. This includes FREE food on campus.
- **What: Class Officers** must complete a [food permit approval form](#)
 - **Club Officers:** *This request is made in your event reservation form.*
- **When:** At least 10 days before your event – the earlier, the better
- **Where:** https://webapp.westernu.edu/food_policy/home
- **How:** Once your request has been submitted, you will receive an automated email with the subject line, “Student Food Policy.” You will receive automated emails regarding the approval/denial of your request. If your request is denied, please email studentaffairs@westernu.edu for further instructions.
- For vendors coming to campus to provide information or a service (or food), a certificate of insurance is required.
- **All previous COVID-19 restrictions have lifted but food safety is still required! Any student cooking, handling, or serving food should review the food safety training:** <https://www.westernu.edu/mediafiles/students/food-safety-training.pdf>.

Summary

- 1) Start planning early.
- 2) Involve your advisor and/or college.
- 3) University's tax ID# has limitations.
- 4) Don't apply for a tax ID#.
- 5) Know the branding standards.
- 6) All space must be reserved.
- 7) Serve food? Need permit.
- 8) Guest speakers require additional paperwork and time.

Questions?

USA in Pomona
studentaffairs@westernu.edu

OSA in Lebanon
studentaffairsOR@westernu.edu

Alumni Affairs
alumni@westernu.edu

Executive Director of Alumni Relations/Annual
Giving
sterrazas@westernu.edu

